



## All About CRM: Ever wonder what a CRM is or how it can help you run your business more efficiently? Read on!

### Just what is a CRM anyway?

CRM stands for **Customer Relationship Manager**. It's a tool used by business owners to manage relationships with clients and vendors. All of the communications and data associated with those relationships gets stored and organized in one centralized location, providing a complete history at a glance for every contact.

#### How will the new ESP® CRM and Orders features help me?

When it comes to running a business, efficiency is king. Saving time is saving money, and the hours you get back each week can be spent doing the things you love most – connecting with other clients, spending time with family, “me” time or whatever your pleasure is. In fact, we estimate that our entrepreneurs will save an average of 500 hours and \$7,500 each year simply by using these tools.\*

#### ■ Immediate access.

No need to hunt down important client or order info when all data is instantly available in your CRM. And you can make that data accessible to whomever you choose – yourself only, or any and all staff members.

#### ■ Better organization.

You won't have to search your address book, flip through your calendar or try to locate old orders. Everything is in one place and is searchable with a few keystrokes. Thanks to reminders within your CRM, you'll also never forget an appointment or something on your to-do list.

#### ■ Enhanced productivity.

Sales functions are seamlessly integrated, helping you shorten sales cycles and free-up time for other business-building efforts.

#### ■ Strengthened customer relationships.

Detailed histories help you really get to know your customers. Stronger bonds improve customer satisfaction and can lead to more sales. Improved communication with clients and the ability to set reminders and create tasks enhances the likelihood of capturing re-orders and creating customers for life.

#### ■ Improved internal communication and teamwork.

Since you can delegate and track responsibilities, share contacts and notes and manage pipelines within the CRM, your team will be on the same page, sharing any information you choose to distribute.

**Let ESP CRM and Orders simplify your workweek!**

**For more information, visit [www.asicentral.com/espCRM](http://www.asicentral.com/espCRM) or contact your account executive today at (800) 546-1350.**